

OVERVIEW

2009 Law and Social Change Survey R1

RESEARCH DESIGN

I. Population and Areas of Survey

The survey population comprises members of the public aged 18 and above who own a landline telephone number. The areas in which the survey was carried out remained the same as that adopted in the 2006 Survey of Taiwanese Society. These include Taiwan and Penghu County, and excludes Lianjiang and Kinmen Counties.

II. Methodology

The Center for Survey Research, RCHSS, Academia Sinica (hereafter referred to as 'RCHSS') was responsible for conducting the survey, which was designed as a telephone interview. Relevant information was collected with the aid of the computer-assisted telephone interviewing (CATI) system developed by RCHSS

III. Sampling Method

The sample population is defined by Chunghwa Telecom's database of residential phone numbers recorded between years 2004 and 2005, which RCHSS had procured for the purpose of this survey. The residential phone numbers were then subjected to stratified systematic sampling, through which 23 strata were established, each representing one of Taiwan's 23 subnational administrative divisions. The population proportion of each stratum was determined based on the demographic data provided by the Household Registration Department of the Ministry of the Interior. The data, which reflects the total population of the 23 administrative divisions in Taiwan as of June 2008, was used to determine the corresponding sample size of the 23 strata. That is, the sample size of each stratum is proportionate to its population size as indicated in the demographic data provided by the Household Registry Department (see Table 1).

The number of telephone numbers to be selected for each stratum was determined by subjecting the National Database of Telephone Numbers to systematic sampling. It should be noted that a portion of the telephone numbers could not be selected due to the limited coverage of the said National Database. To reduce the effect of this limitation, a second round of selection was carried out, during which telephone numbers ending with two randomly-selected digits were selected as part of the sample. The second stage of sampling saw survey respondents being chosen from the selected household by making use of the intra-household respondent selection system¹ developed by Hung Yung-tai (2001).

¹ Hung's intra-household respondent selection system is widely used in academic research and surveys. It proposes the selection of eligible respondents from a single household by considering the following factors: (i) the total number of eligible respondents in the household; (ii) the number of male and female respondents in the

Table 1: Sample Size by City/County

County/City	Sample Size	County/City	Sample Size
Taipei County	251	Yunlin County	48
Taipei City	177	Hsinchu County	31
Taichung County	99	Chiayi County	37
Taitung County	16	Changhua County	85
Tainan County	74	Taichung City	67
Yilan County	30	Tainan City	50
Hualien County	23	Keelung City	26
Nantou County	35	Hsinchu City	25
Pingtung County	59	Chiayi City	18
Miaoli County	37	Kaohsiung City	101
Taoyuan County	122	Penghu County	6
Kaohsiung County	83		

Total: 1500

SURVEY PROCESS

I. Pilot Survey

The pilot survey was carried out on February 16, 2009. After arriving at the venue at 6 p.m., the interviewers were briefed on the content of the questionnaire and interview guidelines. Interviews were conducted till 9 p.m. on the same day, after which the interviewers were gathered to share their experience. The interviewers' feedback and insights were considered when the team revised the questionnaire into the current version. The pilot survey, with a total number of 1,044 phone calls made, saw the completion of 60 interviews and the rejection of 195 interviews. The average time spent on each completed interview was 15 minutes 19 seconds.

II. Official Survey

The official survey was launched on February 26, 2009 and was set to end 13 working days later on March 16. A total of 1,522 interviews were successfully conducted, exceeding the original expectation of 1,500 interviews. Nine sets of 1,500 telephone numbers each were sampled in this survey, translating to a total of 13,500 telephone numbers, while a total of

household; and (iii) the last two digits of the telephone number. The random nature of the last two digits of any telephone number ensures that respondents of all genders and age groups have a chance of being selected for the survey. cf. Hung Yung-tai (2001); Chu Hai-yuan (2007)

28,179 phone calls were made. The survey saw the completion of 1,522 interviews and the rejection of 2,700 interviews. The average time spent on each completed interview was 14 minutes 58 seconds.

SURVEY RESULT

A total of 1,522 interviews were successfully conducted, exceeding the original expectation of 1,500 interviews. The survey had a sampling error of $\pm 2.51\%$ at a 95% confidence level, while the Response Rate 1 (RR1) and Refusal Rate 1 (REF1) are 12.93% and 22.97% respectively.